

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

CHRYSANTHEMUM Price List for 1939.

We anticipate much improvement in business conditions and have provided a larger stock than we have had for many years.

We will, as in former years, GUARANTEE SAFE DELIVERY to your P. O. and PREPAY CHARGES on all CASH ORDERS for Mum Rooted cuttings in zones 1, 2, 3 & 4, and if cuttings are not satisfactory when you open them, you may return at once CAREFULLY PACKED and money will be refunded. We want every customer satisfied.

Distances above the 4th zone are safer by express and go collect charges.

We use every possible care to keep varieties straight and correctly labeled, but as to this we give no warranty expressed or implied. Also we cannot guarantee any crop as this depends entirely upon the grower.

25 one variety at 100 rates, 250 one variety at thousand rates, small lots 5¢ each, 50¢ Doz. Orders of 1000 or more assorted varieties take 1000 rates.

Cash or C. O. D. to all parties without established credit.

PRICES: \$3.00 per 100, \$25.00 per 1000. 5% DISCOUNT for CASH WITH ORDER.

--E A R L Y--

AMBASSADOR: Large incurved white.
CELESTRA: A perfect yellow ball.
CHRYSOLOLA: Large incurved yellow.
COLUMBUS DISPATCH: Large Inc. yellow.
DETROIT NEWS: Choice early bronze.
GOOD NEWS: Yellow sport of Det. News.
GOLD LODGE: Earliest large yellow.
INDIANOLA: Large fine bronze.
JUSTRITE: Early pink of fine color.
MAJOR BOWES: New early pink.
MRS KIDDER: Large fine inc. yellow
MRS. W. C. JOHNSON: Inc. pure white
OCTOBER ROSE: Incurved pink.
QUAKER MAID: Med. sized pure white.
QUAKER MAID, Yel.: Sport of Q. Maid.
ROSE GLOW: Incurved dark pink.
SILVER SHEEN: Incurved pure white.
SMITH'S SUPERLATIVE: Intense yellow.
SUNGLOW: Large fine incurved yellow.

--M I D S E A S O N--

BETSY ROSS: Popular incurved white.
CHAS. RAGER: Large tall Inc. white.
CHIEFTAN: Old standard pink.
J. W. PRINCE: Dark sport of Chieftan.
CITRONELLE: Good incurved yellow.
E. S. KELLY: Large incurved pure white.
EVENING STAR: Good shade dark pink.
GOLDEN GLORY: Choice Inc. yellow.
MEFO: Large incurved creamy white.
MEFO, YELLOW: Sport of Mefo.
MONUMENT: Incurved white
MONUMENT, YELLOW: Sport of Monument.
OSCODA: Incurved lavender.

MRS. A. J. STAHELIN: A good Bronze.
RICHMOND: Incurved yellow.
ROSE PERFECTION: Partly incurved pink.
WHITE PERFECTION: Lightly tinted pink.
SNOW WHITE: Large inc. pure white.
WHITE TURNER: Incurved white.
YELLOW TURNER: Sport of W. Turner.
PINK TURNER: " " "
BRONZE TURNER: " " "

--L A T E--

CHATTANOOGA: Large pure white.
DEC. GLORY: Late incurved white.
DEC. GLORY, Yel: Light Yel. sport.
DISTINCTION: Fine large late pink
HELEN FRICK: Fine incurved late pink.
FRIENDLY RIVAL: Large incurved Yel.
GARNET KING: Beautiful dark red.
GOLDEN KING: Incurved yellow.
MISTLETOE IMPROVED: Latest large Wt.
MISTLETOE, YEL: Sport of Mistletoe
MISTLETOE, PINK: " "
MISTLETOE, BRONZE: " "
NELLIE T. ROSS: Large fine yellow.
N. T. ROSS, YELLOW: Darker sport of N. T.
PEARSON, GLADYS: Very fine bronze.
PEARSON, YELLOW: Sport of G. Pearson.
OAKLEAF: Dark Br. sport of Pearson
SIEDEWITZ: Old standard late pink.
SMITH'S LATE WHITE: Very late
SUNGOLD: Shaggy incurved yellow.
THANKSGIVING PINK: Very dark pink.
WHITTIER: Fine incurved yellow.

---POMPONS---

AUTUMN GLINTS: Good bronze, Nov. 1.
 AVALON: Orange bronze, Thks.
 BUTTERCUP,EARLY: Fine early yellow
 BUTTERCUP,LATE:Choice yellow.Early Dec.
 CAPTAIN COOK: Lovely rose, Oct. 20.
 CHRISTMAS GOLD: Yel. button Dec. 1.
 CHICAGO PEARL: Choice white Mid-Nov.
 CLORINDA: Fine Thks. Bronze.
 CORA PECK BUHL: Fine yellow for Oct. 25.
 CORDOVA: Very profitable late white.
 DEC, GLORY POM: Long stem pure white, fine.
 DOROTHY TURNER: Dark reddish Br. Thks & later
 DOTY, PINK: Very popular Ea. light pink.
 DOTY, WHITE: Pure white sport of P. Doty.
 DOTY, BRONZE: Bronze sport of P. Doty.
 GOLDEN CLIMAX: Button yellow, Mid-Nov.
 GOLDEN NYMPH: Bronze & gold for Dec. 10.
 GOLDEN SCEPTRE: Button yellow for Thks.
 HELEN HUBBARD: Late dark red.
 IRENE: Pure white button for Oct. 18.
 IRENE RICH: Pink for Nov. 1.
 JEWELL: Popular bright pink, Ea. Oct.
 JEWELL, WHITE: Pink-tinted sport of Jewell
 LEGAL TENDER: Very fine Mid-Nov. bronze.
 LILAC: Fine pink for Mid-Oct.
 MARY L. HALL: Clear rich yellow Nov. 1.
 MINONG: Good white for Mid-Oct.
 MODENA: Very late button yellow.
 MORNING GLOW: Fine, much like P. Doty.
 NEW YORK: Bronze for Mid-Nov.
 NUGGETS: Choice yellow for Oct. 25.
 OURAY: Dark Mahogany brown, Oct. 20.
 PAGOSA: Very late pink, Dec. 5.
 PINK DOT: White with pink center, Oct. 25.
 PINK POPCORN: Fine pink for late Oct.
 PRINCETON: Decided orange yellow, Nov. 15.
 RODELL IMPROVED: Fine yellow for Oct. 10.
 ROSE CHARM: Bright pink for Oct. 25.
 ROSELEA: Beautiful delicate pink, Dec. 1.
 STARDUST: Yellow sport of Roselea.
 SEA GULL: An excellent white for Nov. 1.
 TONQUIN: Rose pink for Dec. 10.
 UNALGA: Same as Gold Coin, Thks. & later.
 UVALDA: Choice white for Early Oct.
 WILCOX, FRANK: Choice Thanksgiving bronze.
 WILCOX, RED: Darker than Fr. Wilcox.
 YELLOW FELLOW: Good mid-season yellow.
 YELLOW HILDA CANNING: Mid-Nov. button Yel.
 YULETIDE: Fine white for Dec 1.
 YULETIDE, YELLOW: Light Yel. sport of Yuletide.

---SINGLES---

ANNA NANZIG: Dark sport of Godfrey.
 BUCKINGHAM: Early dark pink and hardy.
 BUCKINGHAM, BRONZE: Sport of P. Buckingham
 GODFREY: Clear bright pink, late Nov.
 MENZA: Our stock of white and yellow
 Menza got mixed, we think
 about 50-50.
 VALENCIA: Orchid Pink for late Nov.

---Anemones---

BLANCHE: Pure white for late Oct.
 BEAUTIFUL LADY: Bright pink with
 Creamy cushion.
 CAZTIVATION: Large mahogany red, disbud.
 COED: Light pink, Yel. cushion, midseason.
 CRIMSON GDOW: Very late dark red and
 may be held for Christmas.
 ESPY'S DARK PINK: Sport of Pk. Supreme.
 GARZA SUPREME: Valuable Dec. white.
 GARZA SUPREME, YELLOW: Sport of W. Garza.
 IZOLA: Deep pink or amaranth, Nov. 1
 MAPLE LEAF: Beautiful bronze, late Nov.
 NORMA: Popular Orchid and Pink, late.
 ORCHID BEAUTY: Intense orchid with gold
 cushion, Nov. 15.
 PINK SUPREME: Shell pink, large, disbud.
 ROLINDA: Orange bronze, Nov. 20
 ROLINDA, YELLOW: Sport of Rolinda.
 SUZANNE MILLER: Yellow sport of Norma.
 SORONA: Late white with yellow cushion.

GENEVA FLORAL COMPANY,
 Geneva, N. Y.

Greenhouses and Office
 Border City, N. Y.

H A R D Y C H R Y S A N T H E M U M S.

The following varieties are perfectly hardy in this section with a little protection and usually bloom very freely before frost injures them in the fall.

\$3.00 per 100, \$25.00 per 1000. Not less than 25 of one variety at 100 rates, or 250 one variety at 1000 rates. 500 assorted varieties take 1000 rates. Less than 25 of one kind are 5¢ each or 50¢ per doz.

A. BARHAM: Beautiful orange bronze. Matures Sept 30, height 2 ft.
 ADIRONDA: Orange bronze, early Oct.
 ALICE HOWELL: Beautiful orange yellow. Single oct. 5, 13 in.
 ALADDIN: Pleasing shade of bronze. Early Oct.
 BOSTON: Semi-double bronze that starts blooming very early with long season.
 CARRIE: Deep yellow maturing about Sept. 25. Height about 2 ft.
 CRIMSON SPLENDOR: Single red with 3 in. flower. Three ft. Oct. 1.
 ETHEL: Small dark baby bronze or red. Color like Dorothy Turner.
 GANNA: Bright pink, strong grower blooming about Oct. 1. 18 in.
 GLOMERO: Free flowering bronzy orange. Oct. 1, height 2 ft.
 HARVEST HOME: Popular golden yellow.
 JEAN TREADWAY: Light pink becoming nearly white. Oct. 1, 18 in.
 LORELEI: Very productive yellow. Sept 10. height 26 in.
 MINONG: Pure white for middle Oct. Also largely used for indoor blooming.
 MULDOON: Purplish amaranth, free flowering and good grower. Oct. 12, 2 ft.
 MURILLO: Best shade of pink in early hardies. Early Oct. 2 ft.
 NATOMA: Bright pink, very productive. Oct. 10 about 2 ft.
 NORMANDIE: Early creamy white. Sept. 10, 18 in.
 NORMANDIE YELLOW: Bronze-yellow sport of Normandie.
 OCT. GIRL: Semi-double pink turning to lavender. Early Oct. height 18 in.
 PINK CUSHION or AMELIA: Short and bushy. Blooms Sept ~~until~~ until frost.
 RUTH HATTON: Very fine early double white. Early Oct.
 R. Marion Hatton; Fine yellow similar to Ruth Hatton.
 RUTH CUMMINGS: Reddish bronze aging to soft bronze. Mid. Oct. 18 in.
 YELLOW GEM: Bright yellow and very free flowering. Mid. Oct. 15 in.

KOREAN HYBRIDS, all Single.

APOLLO: Combination bronze, red and gold. Long flowering season, 2 ft.
 CERES: Combination gold, yellow and copper, 2½ ft.
 DAPHNE: Lilac rose and daphne pink. 3½ in. blooms, height 2½ ft.
 INNOCENCE: pure white rather dwarf.
 DAZIRA: Light pink. Very rapid grower, great bloomer and fine for pots.
 MARS: Deep amaranth changing to wine red. Very striking color 2½ ft.
 MERCURY: Bronze-red changing to coppery bronze. 2 ft.

NEW VARIETIES FROM AGRICULTURAL DEPT. AT WASHINGTON.

ALGONQUIN: Double yellow flowers early Sept. Height 21 in.
 AMOSKEAG: semi-double pale lemon yellow. Early Sept height 12 in.
 BARNEGAT: Double lemon yellow. Late Sept. Height 18 in.
 GERONIMO: Very double 3 in. flower, bronze. Late Aug. to Mid. Sept.
 MANANTICO: Single rose colored flower. Sept and Oct., height 16 in.
 MUSKOGEE: Semi-double, purplish changing to pink. Sept and Oct. 18 in.
 MATAWAN: Single 3 in bloom rose purplish color, mid-Sept and into Oct.
 OTSEGO: Purplish changing to pinkish bloom 2 in. Dbf. Middle Sept. 21 in.
 POHATCONG: Very double pink and white flower. Early Oct. 18 in.
 PASSUMPSIC: Very double blush colored. 18 in. early Oct.
 SEMINOLA: Faint cream and blush colors. Double early Sept, 19 in.
 SUWANEE: Single white flower averaging 2¾ in. Blooms mid-Sept for month.

GENEVA FLORAL CO. Geneva, N. Y.

